

(4)

9. Mention the reasons for growth of consumer durables. Does rural markets of India offer opportunity for this sector. Give relevant examples. 10

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Roll. No. _____

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M.B.A. (R.M.) (Semester-IV)

Examination, 2015

(B.P./Exempted)

RETAIL VERTICALS

(RM-042)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt five questions in all. Question No.1 is compulsory. Attempt one question from each unit.

1. Write short notes on the performance of the following stores in India : $3 \times 10 = 30$
- (i) Big Bazaar
 - (ii) Shopper's Stop
 - (iii) Spencers
 - (iv) GILI

(2)

- (v) TANISHQ
- (vi) Reliance Fresh
- (vii) Reliance Digital.
- (viii) LANDMARK.
- (ix) Planet M.
- (x) Easy Day.
- (xi) West Side

Unit-I

2. Discuss the evolution of retail sector in India. Carry out SWOT analysis of apparel market in India. 10
3. What are the challenges faced by Gems & Jewellery Sector in India? Mention the demand drivers for this industry. 10

Unit-II

4. Which are the major national and international players in watches market in India? suggest

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- marketing strategies for the national players to compete with international brands. 10
5. Discuss the issues, challenges and scope of music industry. How is online marketing of music companies effecting off-line music companies? 10

Unit-III

6. Identify the key challenges in food retailing in India. Describe the emerging trends of food retailing industry. 10
7. Discuss the food retail formats in India. What are the reasons for people moving towards online grocers? 10

Unit-IV

8. Define consumer durables. Draw a comparative analysis between organised and unorganised sector in consumer durables.

10

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P.T.O.